SYNOPSIS

‘A Study on the Impact of Digital Marketing on Indian Firms’

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Introduction:

A Study on the Impact of Digital Marketing on Indian Firms.

In last few years, the number of internet users has increased significantly. Nowadays People are spending maximum of their time on internet (**566 million Internet Users, December 2018 – Economic Times**). Telecom companies like Reliance Jio have played a significant role in this change. The growth of internet is attributeed to the factors like availability of the 4G services at nominal rates and emergence of affordable smartphones with android, ios and windows operating systems. People prefer to do online shopping, net banking video streaming. Use social media with this growing internet. As things are going digital day by day, the corporate sector is also shifting towards digitalization. In 2018, India had 480 - 570 million internet users. This figure is projected to grow to 666.4 million internet users in 2023 (According to **Statista - an online statistics, market research and business intelligence portal**). Companies are also making use of different digital mediums for the different operations in the organization. Increased usage of smartphones is also playing a crucial role in this regard. The statistic shows that the number of smartphone users worldwide forecast to exceed 442.5 million users by 2022 (According to **Statista - an online statistics, market research and business intelligence portal**).

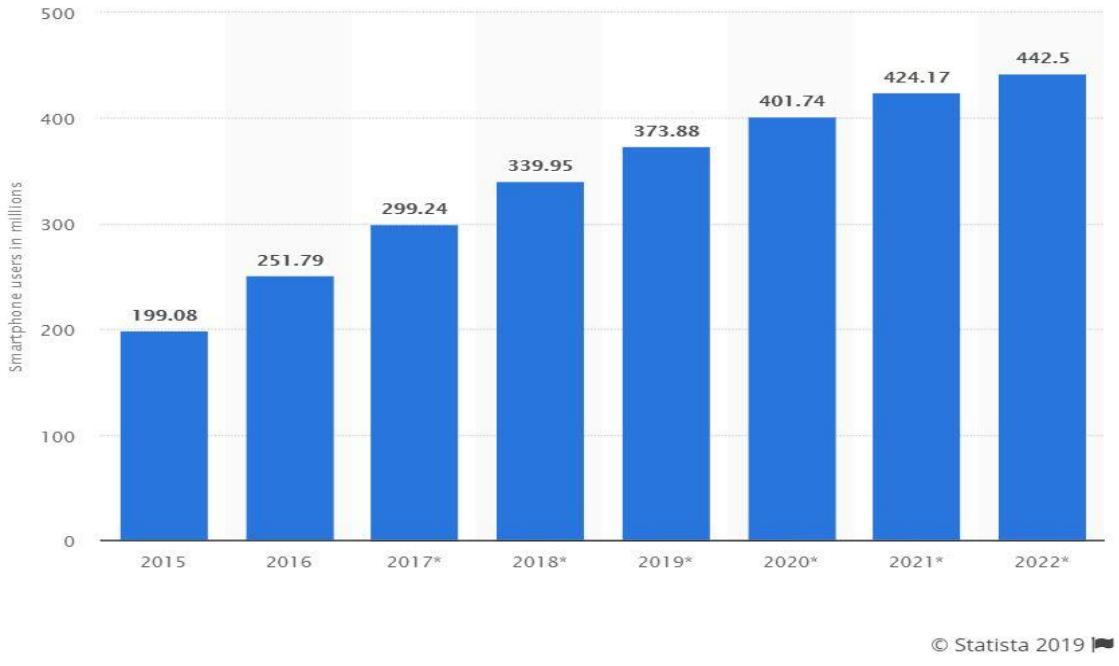


Figure 1: No. of Smart phone Users in India by 2022

Hence more and more companies are using digital media to advertise their products or services. Social media and other social networking websites are playing a very important role in this.

organisations are making use of digital channels like search engines, e-mail, social media, etc. to increase their presence on digital channels more and more.

In this way internet is providing a new opportunity for businesses and it can be very important and useful platform for their different activities of marketing like, to spread information, attract new customers, retaining of the existing customers and to improve or to maintain the relationship with existing customers by online CRM (Customer Relationship Management), Hamid and N. (2008). Social Media is changing the landscape of marketing drastically with an increasing pace. Social Media is changing the relationship between the consumer and the company. As more and more people are spending most of their time on Internet. Thus the corporate sector is shifting towards Digital Marketing from Traditional Marketing. Now they are using digital marketing channels to promote or to advertise their products and the services.

Marketing: According to American Marketing Association (2013), Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Marketing is also defined as satisfying the needs and wants of the customers through an exchange process or Marketing is the process of identification the needs and demands of the market/customer and meet them profitably (Philip Kotler).

Marketing Key Process:

There is the Key process of Marketing which includes following standard steps like:

1. **Opportunity Identification:** The first step of Marketing process is the identification of opportunities, like what are the different opportunities of a perticular product or service in the market or what is the need or demand of customers about a perticular product or service. This is basically the process of analysis of the market or customers.
2. **New Product Development:** This is the second and one of the important step of Marketing. In this stage new product development starts. This step works on the findings of first stage of marketing process which is identification of opportunities.
3. **Customer Attraction:** This is the third step of marketing process in which customers are attracted towards the new developed product or service through different mediums or ways, which involves advertisement, branding, promotion etc.
4. **Customer Orientation and Loyalty building:** The fourth and one of the significant stage of marketing process is the orientation and loyalty building of customers. This step

basically involves to make the goodwill and reputation of the organisation, further helps the organisation in the retention of the existing customers and in making the new ones.

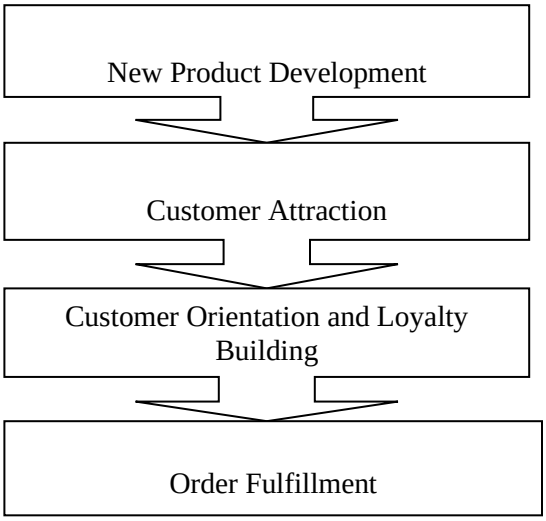


Figure 2: Marketing Key Process

Source: http://canacopegdl.com/keyword/marketing-processes.html: accessed on 26th may, 2019

5. **Order Fulfillment:** This is generally the last stage of the marketing process. In this process the order is fulfilled by meeting all the expectations, needs, wants and requirements of customers.

Traditional Marketing: Traditional Marketing is defined as the process of marketing in which advertisements, promotions and marketing take place traditionally. For decades, these methods marketing has been listed to promote, advertise and to aware the customers.

Different methods of Traditional Marketing are:

1. Billboards
2. TV/Radio Advertisements
3. Print Marketing – pamphlets, brochures etc.
4. Direct Mail Marketing (Fliers, Cards, Letters, Post Cards etc.)
5. Newsletters, Magazines
6. Broadcast
7. Telephone calling
8. Door to Door etc.

Earlier these were the promotional and advertisement tools used to market products or services, but as time is changing and technology is dominating everything, the concept of digital

marketing came into existence. Business organizations started using the promotional and advertisement tools of digital marketing for different marketing activities.

Digital Marketing: Digital marketing simply means the marketing of different kinds of products and services digitally or with the usage of different IT tools & techniques which are meant for the advertisement, promotion of products and services. It is an emerging and effective way to market things. It is totally different from the process of traditional marketing. In digital marketing, there is the process of building and maintain a relationship with customers through electronic media and through different online activities. It includes different techniques through which we can engage with the audience digitally and create leads and conversions in our business. Digital marketing is a dynamic process, it is not static like traditional marketing because it changes continuously (Wymbs, 2011). Digital marketing is effective because it is measurable, we can measure the facts, figures and data. It reduces the different door to door hectic activities. It is also cost-effective and a convenient way to engage with people without personally disturbing them. Digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital Marketing is often referred as 'online marketing', 'internet marketing' or 'web marketing', M. Shirisha (2018). According to the Chartered Institute of Marketing (2015), Digital Marketing is defined as the management process responsible for identifying, anticipating and satisfying customer requirements profitably. According to Smarter Insights (2000), Digital Marketing is defined as achieving marketing objectives by applying digital technologies. As the world is going digital, the scope of digital marketing is also increasing day by day. This is because people feel like it’s an easy, convenient and effective way to find out the things. Vis a vis there is an increasing demand for experts who can handle the things associated with electronic media. Now a day’s everyone is on mobile phones especially on smartphones. The industry is growing day by day and the scope of digital marketing is also increasing. The main thing is that through traditional marketing we can’t be everywhere but digitally (because of the internet and electronic media) we can be everywhere, at any place in the world. Basically, digital marketing is the new approach to understand the behavior of customers and their approaches. Digital Marketing is the collection of different tools and techniques through which we can explore things more and more.

Different modes of digital marketing are:

- SEO (Search Engine Optimization)
- SMO (Social Media Optimization)
- SMM (Social Media Marketing)

- SEM (Search Engine Marketing)
- Affiliate Marketing
- E-mail Marketing
- **Search Engine Optimization (SEO):** The process of optimizing the online content so that a search engine like (Google, Bing, Yahoo) shows it as a top result. It is the process of improving the visibility of a website in a search by natural links. SEO is also known as Organic Search Results.

  There are two types of SEO:

  1. On Page SEO
  2. Off Page SEO

On Page Optimization: On Page Optimization is defined as the type of SEO in which the optimized result is directly reflected on the website.

Following Techniques are used for On Page Optimization:

1. Keyword Research
2. Title Tag Optimization
3. Meta Tag Optimization
4. Heading Tag Optimization
5. URL Optimization and Rewriting
6. Image Optimization
7. Sitemap Creation (XML, HTML, ROBOT.txt)
8. Content Optimization

Off Page Optimization: Off Page Optimization is defined as the type of SEO in which the optimized result reflects outside the website, on other modes where we have to create back links.

Techniques used for Off Page Optimization:

1. Search Engine Submission
2. Directory Submission
3. Article Creation and Submission
4. Blog Creation and Submission
5. Blog Commenting

- **Social Media Optimization (SMO):** The process of optimizing the content on different Social Media Platforms. Content visibility is the main concern here also like SEO.
- **Social Media Marketing (SMM):** Social Media Marketing is the process that involves the identification of needs of market and meet them profitably with the usage of different social media platforms. Different modes of Social Media Marketing are, Facebook Marketing, Instagram Marketing, Linkedin Marketing, Whatsapp Marketing etc. Social

Media allows firms to integrate and communicate with their customers and also provides platforms for customers to communicate with each other globally Mangold and Faulds (2009). Vivek Bajpai et. al (2012) explained in their study about the different tools of social media marketing as:

- ✓ Automation
- ✓ Social Media
- ✓ Social Aggregation
- ✓ Social Media Monitoring
- ✓ Social Bookmarking and Tagging
- ✓ Social Analytics and Reporting
- ✓ Blog Marketing etc.

- **Search Engine Marketing (SEM):** this is the process of advertisement and promotion of different products or services through different search engines. It is a paid form of marketing. As we have to pay to search engines for the advertisements and promotional activities of our businesses. The forms of Search Engine Marketing are Google AdWords, Bing Ads etc. Also different kinds of ad campaigns like, Text ad campaigns, Display ad campaigns, Shopping ad campaigns, Video ad campaigns etc. can also be created on search engines.
- **Affiliate Marketing:** Affiliate Marketing is the process of marketing where products and services of other businesses are advertise on renowned portals like blogs, websites, social media channels etc. For which we receive the commission for the advertisement and promotion of that product and service.

How Affiliate Marketing Works
Affiliate puts your ad on their website
Customer clicks & converts
Conversions are tracked
Affiliate gets a commission, You get a sale

Figure 3: Affiliate Marketing Process

Source: https://www.dreamstime.com/how-affiliate-marketing-work-four-steps-affiliate-marketing-process-image119298767 : accessed on 28th may, 2019

- **E-mail Marketing:** Email marketing is the process of targeting customers through promotional emails. Customers can be new subscribers, active subscribers, inactive subscribers or permanent customers.

  Types of Emails:

  1. Promotional mails
  2. Transactional mails
  3. Birthday Wishes
  4. Offers
  5. Greeting mails etc.

These mails are often flashed through softwares like mailchimp, active campaign, constant contact, send in blue, HubSpot etc.

Digital Marketing Channels:

Digital Marketing channels are the mediums through which organisations perform different activities of the digital marketing. Wertime and Fenwick (2011) enlisted different types of latest and in trend digital marketing channels used by organisations whether big or small such as websites, blogs, emails, social networking websites, digital TVs, smartphones etc.

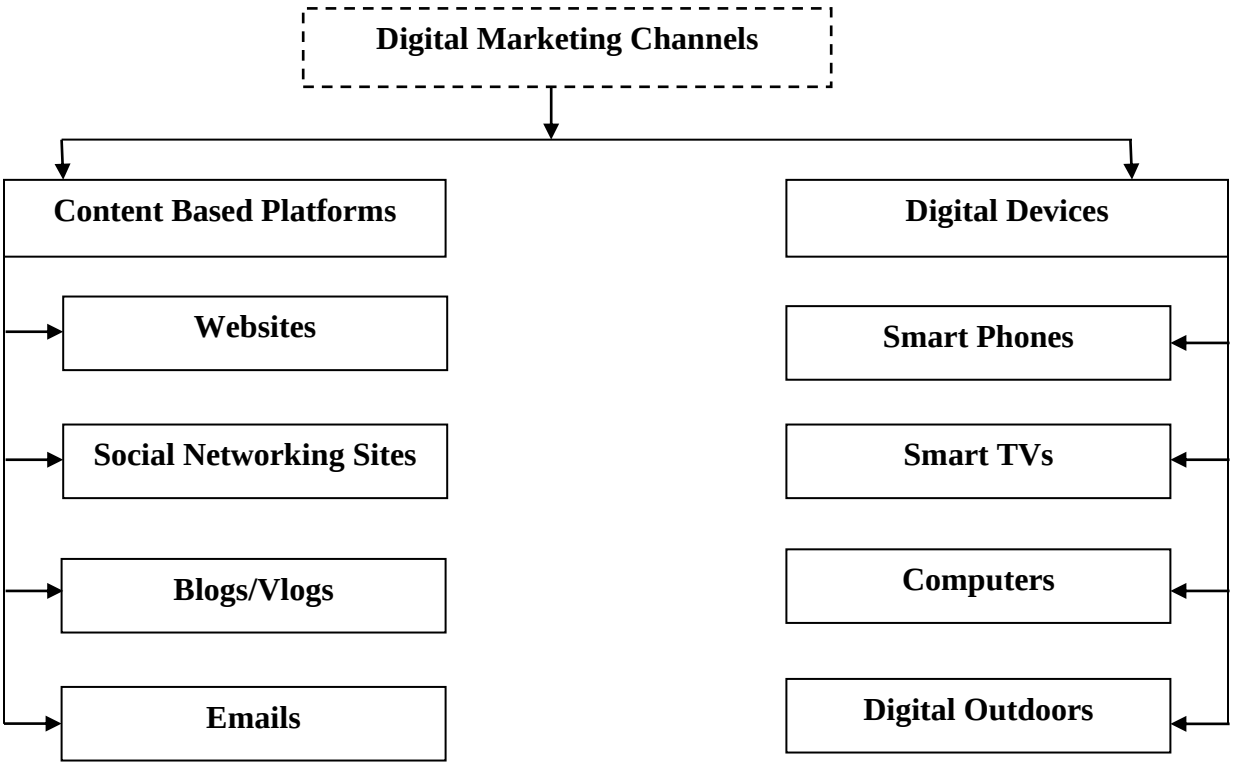


Figure 4: Digital Marketing Channels

Source: Wertime, K., & Fenwick, I. (2011). DigiMarketing: The essential guide to new media and digital marketing. Hoboken, NJ: John Wiley & Sons.

Advantages of Digital Marketing over Traditional Marketing:

There are several advantages of digital marketing over the traditional marketing.

1. Low Cost: The process of digital marketing is cost effective. To advertise the products and services online is less costly as compared to the traditional marketing.

2. Real Time Result: Digital Marketing is the process which shows the real time results. It is an instant process, we start getting the results right after the start of the advertisement program like tracking of customers' responses quick handling of queries etc. whereas in tradtional marketing, we have to wait for the results as it is a slow process.

3. Brand Development: Digital Marketing process is the easiest way to develop a brand name with no time whereas in traditional marketing it takes a lot of time to develop a brand name. By making use of several digital marketing strategies (Social Media, Search engine, email marketing) and campaigns, the reach to target the maximum audience is increasing. With the usage of these strategies and campaigns more people get influenced.

4. Non-intrusive: Advertisements or promotional activities on newspapers or magazines are generally of intrusive kind because they are fixed whereas advertisements running online can be skipped at any point of time.

5. Greater Exposure: Digital marketing provides a great exposure in advertisemts and promotional activities as compared to tradtional marketing because it has global penetration through Internet and can target right audience at the right time and right place.

6. Better Engagement: Digital marketing engages or target more and more audience through several modules (like engagement through social media, search engine campaigns, attractive email marketing techniques) as compared to traditional marketing.

7. Quicker Publicity: Digital marketing is the quicker way of publicity of the goods and services at large scale as compared to traditional marketing.

8. Easy Analytics: Analysis of digital marketing campaigns is easy and fast as compared to tradtional marketing. Analytical tools like Google Search Console, Google Analytics etc. can be used in digital marketing. This analysis is further helps to design new marketing strategies at every level.

9. Easy to Customise: It is to customize digital marketing activities at any point of time which is very difficult and impossible in case of tradtional marketing.

Digital Marketing Process: Digital Marketing process is basically a very broad term which vary for different purposes of digital marketing. As it serves different purposes of individual through different mediums and techniques. For each business there are different techniques and processes to be followed towards digital marketing.

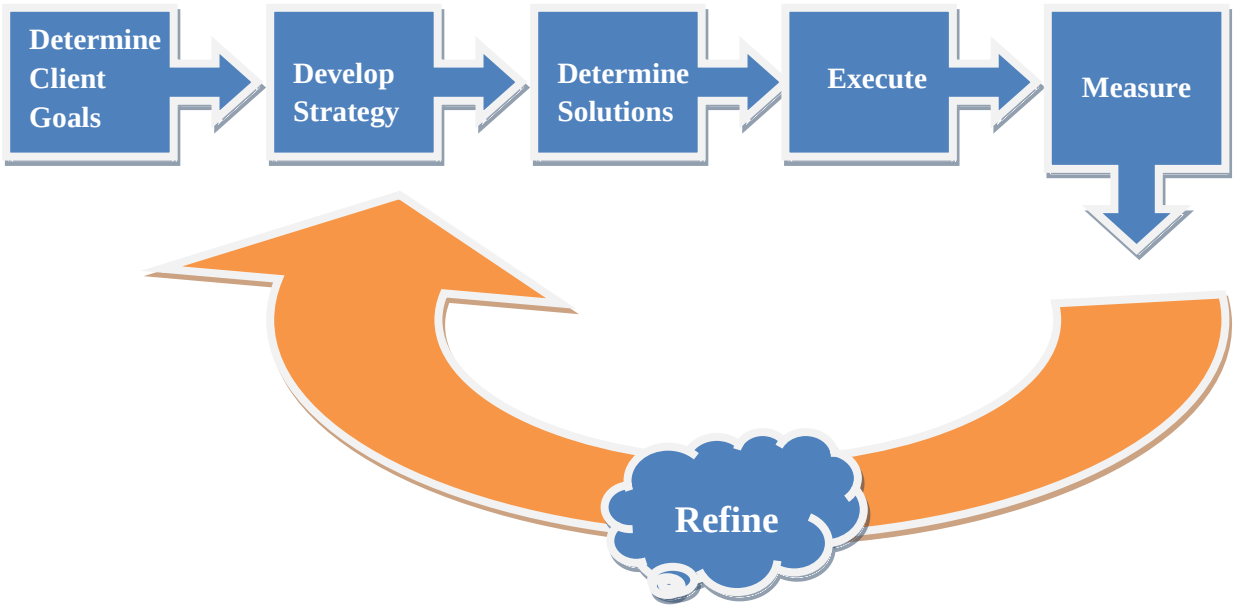


Figure 5: General Process of Digital Marketing

Source: https://www.webclincher.com/digital-marketing-process/ accessed on 28th may, 2019

1. **Determine Client Goals:** The first step of digital marketing process. In this step the goals or objectives of clients are defined and determined.
2. **Develop Strategy:** After the determination of the goals the perfect and suitable digital marketing strategy is developed.
3. **Determine Solutions:** The next step is to determine the solutions for the developed or defined strategies of digital marketing.
4. **Execute:** The next step to execute all the strategies oriented solutions on different digital marketing campaigns.
5. **Measure:** Execution of strategies is followe by the outcomes and the results received after the execution of strategies and solutions.
6. **Refine:** Last but not the least step involves refining of all the strategies and solutions as per outcomes expected and results received.

Impact of Digital Marketing on Businesses: (An Insight)

Each and every business organization around the world facing a tough competition in the present time. It becomes so difficult to reach every customer. Marketing plays a very important role to target maximum of the audience. Advertising is one of its best features to promote or market the product and service. But traditional ways of advertising or marketing like ads on TV, mewspapers, magazines, radios, flexes etc, are expensive and less result oriented. Moreover they cover only limited geographical area, impacting only few people. To overcome this the concept of digital marketing came into existense. This process or medium of marketing is cost effective and generate more traffic for the businesses. Mediums of digital marketing helped the business organizations to grow more. Digital marketing is enabling them to have global presence every part of world through internet. So many businesses have started changing their marketing strategies from traditional way to digital way and getting better results. No one can deny that there are so many advantages of digital marketing over traditional marketing and huge impacts on the businesses.

Conclusion:

Digital Marketing provides equal opportunities to all the ventures whether big or small. Earliar only wealthy companies were able to advertise their products and services because the process of traditional marketing or advertising is very expensive as compared to digital marketing. Digital Marketing is influencing and impacting the whole business scenario completely. Lesser investment is leading to great results. Businesses are getting maximum output with minimum investment. Internet and digital technologies have enabled organizations to create dynamic advertisemnts with global penetration.

Review of Literature:

Literature review is basically a summary of the research topics or the studies which are published previously. It gives the general idea of the research carried earlier. The literature can be reviewed through scholarly articles, books, research papers and other resources which are relevant to a particular research field. Literature review provides general direction for research to be carried out by highlighting the aspects in which research has been carried out earlier. These are the secondary resources of past research. It is basically a kind of handy guide of past research information. This chapter basically deals with review of literature dealing in digital marketing to explore the existing research gap and research perspectives associated with digital marketing.

The present study focuses on the evolving research topic i.e. digital marketing and impact of digital marketing on the corporate sector. The impact of digital marketing plays an important and significant role for the business organizations. The following related literature is reviewed to fulfill or to meet the objectives of the study. For this purpose, different research articles, books, journal, research papers are analyzed and reviewed.

Shirisha M. (2018) studied the importance of the digital marketing in the new era with the analysis of secondary data. She explained the different forms of digital marketing and the different channels of the digital marketing available. She also discussed the role of internet in digital marketing and further added various benefits of digital marketing over the traditional marketing. She also highlighted the Indian perspective of online advertising. She finally concluded that digital marketing play a vital role in the growth of the business.

Parkash S. & Banerjee S. (2016) threw light on B2B business development through different channels of digital marketing. The study was focused on the Lorent Services which is one of the main services. The data was collected from the 38 companies through a well framed questionnaire which focused on important factors like companies' comfort level towards digital marketing, reliable media, different marketing tools etc. The study concluded that digital world is the domain with number of opportunities for the businesses to target the largest segment of the consumers. It was also concluded that digital marketing opens different doors of opportunities for the vendors or different business houses.

Sathya P. (2015) studied the digital marketing and impact of Digital Marketing on consumer purchase. In this study it is explained that digital marketing is the medium of electronic communication among consumers and the marketers. The study is conducted on 100 consumers to

achieve the different objectives like usefulness of digital marketing in the competitive market and the impact of digital marketing on the consumer purchase. It is found in the study that digital marketing has a great future and maximum consumers like it and love to purchase things online, people are aware of the terminologies of digital marketing. They concluded that digital marketing is emerging as one of the important and crucial approaches for the business organizations.

Bala M. and Verma D. (2018) did a critical review of digital marketing with the help of secondary data. In this study they have acknowledged that businesses are really getting benefited by digital marketing as well as from different tools of digital marketing. They discussed current and future trends of digital marketing. They concluded that India is experiencing a radical change towards the digitalization. Consumers are spending maximum of their time on internet or social media channels. Further they concluded that the businesses are getting benefits from SEO, SEM, SMM, email marketing, influencer marketing etc. They also concluded that the whole process of digital marketing is cost effective and have great impact on the businesses because of its vast reach.

Devraj A S & Renuka R V (2018) explained digital marketing and different forms of digital marketing with advantages of digital marketing over traditional marketing. They concluded that business houses are getting serious about digital marketing and are doing more investments in this. Different channels of digital marketing are becoming main part of business strategy. Small to large scale enterprises have started investing in digital marketing.

David Stone M. and David Woodcock N (2013) explored role of latest technologies towards digital marketing making it more interactive and responsive to handle customers. They explained how business intelligence and customer insight is helping organizations in the interactive or digital marketing. They concluded that advanced support of Business Intelligence is helping the companies in the execution of processes of interactive or digital marketing. To make this process more advance and popular companies are now focusing on business intelligence and customer insight. They have further concluded that automation is playing a very important role.

Kannan P.K. and Li Alice (2017) described a framework for research in the field of the digital marketing. They explained marketing strategy process with significant role and impact of digital marketing. They outlined different evolving issues in this regard like concerns for customers, environment and organizations etc. They have explained about different tools and forms of digital marketing and their benefits towards different perspectives like business growth, customer awareness and responsiveness etc.

Vetrivel T & Balachandran N. (2018) explained the role of digital marketing in modern business.

They explored that digital marketing is playing an important and crucial role in marketing strategies of organizations. Specialized areas of digital marketing like SEO, SEM, SMM, email marketing etc are playing different roles in digital marketing. They also discussed about importance of digital marketing with different advantages over the traditional marketing. They concluded that digital marketing process is not the overnight process; it takes time and lot of patience.

Panganiban C. M. and Villareal I. P (2017) threw light on strategic and tactical use of e-marketing strategies in the context of apparel industry. They explained that digital marketing is a supplementary thing for a website. Organizations use this process to create and promote their products and services. They concluded that strategic and tactical use of e-marketing strategies is effective which perceived their study on managers and employees. They have also recommended that there should be more penetration of the e-marketing strategies in different business segments to increase sales.

K. Rajiv (2016) explained the concept of digital marketing in Indian context. He analyzed growth of digital marketing in India. The study focused on the different kinds of precautions must be taken for the implementation of strategies for e-marketing to get better results. He discussed trends of digital marketing through some facts and figures. He concluded that digital marketing has a great potential to raise the sale of any business and it is growing tremendously in India. As well as it is a good way to reduce the cost and increase the brand loyalty etc.

Lal B. & Singh A (2017) discussed future of business i.e. digital marketing in their descriptive study. They explained that digital marketing is the way to interact with target audience in a very less time. This review based study focuses on the scope and potentials of digital marketing and its different paradigms. There are different findings of study like no. of internet users will be 650 million in India by 2020, mobile penetration in India etc. They have concluded that e-marketing is very much needed and essential tool or feature of a business organizations and it helps to grow the business at a great pace and changing the day by day scenario of the business in India.

Sindhuri K et.al (2017) explained about digital marketing strategies, the benefits of the digital marketing and impacts of digital marketing. They observed that digital marketing is providing the great exposure to the business worldwide, digital marketing is helping in consumer satisfaction and the impact of digital marketing on business is high enough. They concluded that digital marketing is is effective and helpful in building and maintaining the relationship with customers via different kinds of online activities. Further digital marketing is cost effective, convenient and a measurable process.

Girchenka T. & Ovsiannikova Y (2016) threw a light on digital marketing and its role in the modern business processes. They explained about different features of digital marketing along with its advantages and the disadvantages. They talked about different trends in digital marketing and compared with traditional ones. They concluded that digital marketing uses different sorts of mediums or channels to promote a product and service. Further digital marketing process is complex to execute the things as per the plan.

Wiranatha A. S. & Suryawardani I. G. A. O (2016) explained promoting events and festivals through digital marketing. They explained that information and communication technology is the best way to collect, analyze and disseminate the information. It is very much helpful in the decision making process. Digital technology is moving very fast and growing rapidly for the development of the business worldwide. They recommended that advertisements play an important and crucial role in the promotional activities as well as digital advertisements create a great impact on the behavior of the customers.

Singh S. (2016) discussed impact of digital marketing on Indian rural banking. She explained that recent developments in Indian banking systems are making the operational work smooth and effective. To change the attitude of their customers, banks are taking new initiatives. She has observed that there is not a significant impact of digital marketing on rural banking. Banks are taking initiatives to automate the operations but rural customers are unable to utilize them effectively. She concluded that the customers' perception is the main thing in this regard.

Sanap M. (2017) studied digital marketing in banks. She discussed the importance and benefits of digital technologies in context of banking. She also explained about the different forms of digital marketing along with their features as well as adopted for marketing and challenges in banks. She concluded that there is growth in online banking with penetration rate of 80% adults using online banking, social media is playing an important role in this regard.

Khan F & Siddiqui K. (2013) analyzed the importance of digital marketing through the exploratory study in Pakistan. They analyzed digital marketing parameters and features to get a clear picture about the impacts and effectiveness of digital marketing. They concluded that latest tools of digital marketing are taking over the traditional methods of the digital marketing but still it's a new concept in Pakistan and people are getting familiar to this.

Gibson C. (2018) explained the different strategies and approaches used in digital marketing to promote a business. He has explained that businesses are implementing digital marketing strategies and approaches as their primary strategies to promote a product or service. He concluded that there

are different type of digital marketing strategies and approaches, quite useful for the successful running of a business.

Wind J. and Mahajan V. (2002) discussed the digital revolution, which has totally changed the scenario of business by offering different benefits to customers (Price transparency, easy excess etc.) and to companies (cost effective, easy customization and vast reach etc). They explained that the digital technology has changed the way customers relate themselves with products and markets. Consumers are becoming the cyber consumer. They concluded that as digital revolution is taking place; businesses are focusing more on digital technologies to survive in the competitive market.

Rathore A.S et al (2017) discussed emerging trends in digital marketing in India. They observed that Indian market is becoming technology adaptive with increasing usage. Mobile phones are dominating other human activities. Internet is in the mainstream and digital marketing is becoming the main part of the digital economy. They discussed effective ways of digital marketing i.e. plan, manage and optimize. They also discussed the major factors which are affecting digital marketing like literacy rate, cost, lack of knowledge and technology etc. They concluded that digital marketing is cost effective and important tool for the growth of business.

Suginraj M. (2017) studied massive growth of online marketing in India. He discussed about changing scenario of Indian market. People are spending hours on Internet daily and exploring the things. Ecommerce websites are playing an important and significant role in this. He concluded that digitalization is taking place with a high speed in India and changing the whole business scenario. Different electronic gadgets are playing an important role in this growth.

Research Methodology:

Research Methodology is the systematic or a well-planned way of solving a research problem. It is the combination of different sampling techniques, data collection methods, the time to complete the study, the number of respondents, and different tools used for the analysis. In simple words, research methodology is the set of different methods used to conduct successful research. For the present study, primary as well as secondary data shall be used. For the collection of primary data, I will select different companies (respondents) who are making use of digital marketing tools and techniques from the last two years and more. For this purpose convenient random sampling technique will be used and the data will be collected through well-designed questionnaires. The questionnaire will be divided into three parts i.e first part will contain questions based on demographic profile of the respondents, second part will contain questions based on how digital marketing is impacting the businesses and the third part will contain the questions to check the perception of consumers toward digital marketing.

To analyze the collected data various statistical test, tools will be used as per requirement of the study. The sources of secondary data will be a newspaper, magazines, online portals, official websites, articles, research papers, journals, annual reports, and various textbooks.

Need for Study/Research Issues:

The Internet is increasingly dominating the world in different ways. In the present scenario, everyone has easy access to internet. People are spending a maximum of their time on internet by using media like smartphones, laptops, and other electronic gadgets. This lifestyle has attracted business organizations to shift their marketing approach towards digital marketing. They are making use of digital technologies to expand their penetration vis a vis market share.

By keeping the implications of digital marketing into consideration and research gaps in the relevant field, the following research issues are proposed in the present research.

- What are the different worldwide trends in the usage of digital marketing? Which of digital marketing tools and techniques (SEO, SEM, SMM, Email Marketing, Content Marketing, etc.) is helping the business organizations to grow more?
- What are the favorable factors towards adoption of digital marketing? How government and other forces playing a significant role in the adoption of digital marketing?

- What is the cost of campaign setup, infrastructure, and other basic requirements and facilities?
- What benefits business organizations are getting after the adoption of digital marketing? Which factors encourage business organizations most towards the adoption of digital marketing? What strategies are being used by business organizations to reap the maximum benefits of digital marketing?
- What are the challenges and benefits business organizations are facing after the adoption of the same? How digital marketing is impacting their sales, marketing share, customer relationship management, etc?
- What are the perceptions of consumers toward digital marketing? How do they perceive digital marketing? Are they influenced by digital marketing or not? Which form of digital marketing appeals most to them? What is the impact of digital marketing towards perception of a product or service in the minds of customers?
- How social media presence is important for business organizations? Businesses are getting benefits from their presence on social media channels or not. Which social media channel is more effective for business organizations like (Facebook, Twitter, Instagram, Tumblr, Whatsapp etc.)
- What will be the impact of upcoming technologies like 5G, artificial intelligence, blockchain etc. on digital marketing?

Digital marketing is becoming the increasing need of hour as it is impacting businesses and consumers in several ways. The present study will be based on the proposed research issues discussed above.

Objectives of the study:

1. To study the emergence of digital marketing in the Indian scenario. (YOY secondary data analysis).
2. To identify the factors that motivates adoption of digital marketing.
3. To identify the challenges or problems faced by the firms during adoption or implimentation.
4. To measure the impact of digital marketing on the sale of business firms.
5. To identify the most effective mode of digital marketing that influences firms.
6. To analyze customers' perception towards digital marketing.

Expected outcomes of the study:

The present study is to know about the impacts of digital marketing on business organizations and the consumers' perceptions toward digital marketing. This study will bring out the different factors of digital marketing which are impacting the businesses positively or negatively so that businesses will get to know whether to make use of digital marketing or not. This study will also reveal challenges faced by businesses in implementation of digital marketing strategies. This will help other business organizations to decide whether to rely on digital marketing or not. The results and findings of the study will help the businesses which are using or starting digital marketing to know the role, scope and impact of digital marketing on businesses in future.

Tentative framework of study:

Chapter 1: This chapter will provide a detailed introduction of digital marketing, forms of digital marketing, trends in digital marketing, advantages, disadvantages, scopes, impacts, etc.

Chapter 2: This chapter will provide a detailed analysis and review of existing literature worldwide.

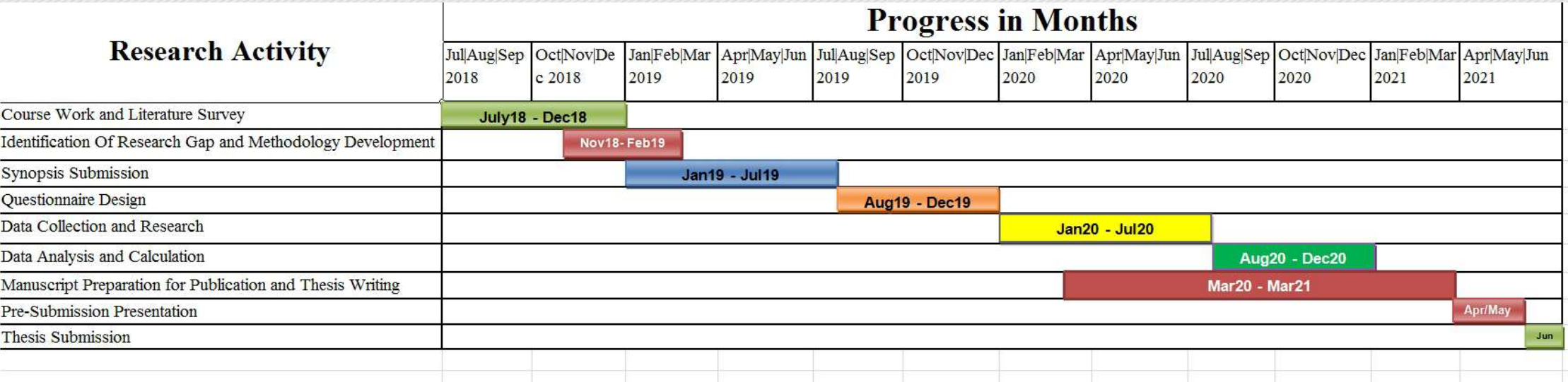
Chapter 3: This chapter will provide details about the Data and Research Methodology used for research.

Chapter 4: This chapter will deal with the interpretation and analysis of data collected.

Chapter 5: This chapter will contain the results and the findings of study.

Chapter 6: This chapter will contain implications, conclusions and limitations of study.

Research Plan Schedule :



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